

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 COME-00 CIAE-00 INR-07 NSAE-00

L-03 PA-02 PRS-01 USIA-15 /048 W

----- 085745

R 261930Z AUG 75

FM AMCONSUL MONTREAL

TO SECSTATE WASHDC 6647

INFO AMEMBASSY OTTAWA

AMCONSUL QUEBEC

UNCLAS MONTREAL 1415

E.O. 11652; N/A

TAGS; BGEN, PINT, CA

SUBJECT; PROPOSED REGULATIONS ON LABELING AND ADVERTISING

REF; QUEBEC 180, AUGUST 20, 1975

1. REACTION IN MONTREAL TO PROPOSED REGULATIONS IMPLEMENTING SECTIONS 34 AND 35 OF BILL 22, QUEBEC'S OFFICIAL LANGUAGE ACT (COPY SENT TO DEPARTMENT WITH OUT A-154, OCTOBER 3, 1974) HAS BEEN MOSTLY CRITICAL BUT MODERATE. FOLLOWING INITIAL HARD-LINE ANNOUNCEMENT OF PROPOSALS BY SOLICITOR GENERAL FERNAND LALONDE, WHO HAS RESPONSIBILITY FOR BUSINESS-RELATED SECTIONS OF BILL 22, PREMIER ROBERT BOURASSA HAS STRESSED THAT GOVERNMENT IS OPEN TO SUGGESTIONS FOR CHANGES IN THE PROPOSALS (ONE COLUMNIST DESCRIBED THIS AS #A PERFECT EXAMPLE OF BOURASSA'S FINELY TUNED SENSE OF PUBLIC RELATIONS#... I.E., HAVING SOME-ONE ELSE ANNOUNCE BAD NEWS AND THEN RESPOND PERSONALLY TO PROTESTS WITH REASSURANCES).

2. IN ITS EDITORIAL OF OCTOBER 21, FRANCOPHONE DAILY LA PRESSE SAW THE GOVERNMENT'S ACTION AS A STEP IN THE RIGHT DIRECTION ALTHOUGH IT CONCEDED THAT BILL 22 ITSELF IS NOT PERFECT AND UNDERLINED THAT PROPOSALS ARE SUBJECT TO MODIFICATION IF WARRANTED BY PUBLIC REACTION. THE MONTREAL STAR, IN ITS LEAD EDITORIAL OF THE SAME DATE, WROTE #THE REASONS BEHIND THE GOVERNMENT'S DECISION IN THIS MATTER CAN BE TREATED WITH UNCLASSIFIED

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SYMPATHY.# HOWEVER, THE STAR MADE CLEAR ITS FEELING THAT THE

REGULATIONS WILL NOT MAKE THE PROVINCE MORE FRENCH THAN IT IS AND CRITICIZED ASPECTS OF THE REGULATIONS SUCH AS THOSE DEALING WITH CATALOGS AND THE CALL FOR PUBLIC INFORMERS. MONTREAL STAR COMMENTATOR DOMINIQUE CLIFT, IN HIS COLUMN OF AUGUST 21, SAID THE MOVE REPRESENTS A #LEGITIMATE ASPIRATION OF A POLITICAL MAJORITY# BUT ARGUED THAT THE REGULATIONS SHOULD NOT APPLY TO SMALL BUSINESS.

3. STRONGEST CRITICISM CAME FROM GEORGE SPRINGATE, LIBERAL MEMBER OF QUEBEC NATIONAL ASSEMBLY, WHO, WITH REFERENCE TO MR. LALONDE'S STATEMENT THAT PRIVATE CITIZENS WOULD BE ASKED TO REPORT VIOLATIONS OF THE REGULATIONS, SAID THAT QUEBEC WOULD BE TURNED INTO A POLICE STATE. THE GAZETTE IN ITS LEAD EDITORIAL OF AUGUST 22 CRITICIZED SPRINGATE, A FORMER PRO FOOTBALL PLACE KICKER, FOR KICKING WIDE AND ADVISED THOUGHTFUL QUEBECERS TO TAKE ADVANTAGE OF THE 90-DAY PROPOSAL PERIOD TO LET THE GOVERNMENT KNOW HOW THEY FEEL ABOUT THE RULES.

4. PARTI QUEBECOIS LEADER RENE LEVESQUE HAS BEEN REPORTED AS SAYING THAT THE PROPOSED REGULATIONS DO NOT GO FAR ENOUGH. HE SAID DURING A MONTREAL RADIO PROGRAM THAT THE PROPOSALS WILL MAKE THE PROVINCE OFFICIALLY BILINGUAL RATHER THAN FRENCH UNILINGUAL. HE FURTHER CRITICIZED THE REGULATIONS FOR GIVING THE FRENCH LANGUAGE AN EQUAL POSITION RATHER THAN A PRIORITY POSITION IN LABELLING AND ADVERTISING.

5. A SPOKESMAN FOR THE CANADIAN MANUFACTURERS ASSOCIATION IN MONTREAL SAID THAT THE CMA WILL COMMENT AFTER IT HAS HAD A CHANCE TO STUDY THE PROPOSED REGULATIONS FOLLOWING THEIR PUBLICATION IN THE OFFICIAL GAZETTE. THE MONTREAL CHAMBER OF COMMERCE AND THE BOARD OF TRADE ARE AMONG THE SPONSORS OF A SEMINAR ON THE NEW REGULATIONS WHICH WILL TAKE PLACE IN MONTREAL ON SEPTEMBER 18. SPOKESMEN FOR THOSE TWO GROUPS HAVE SAID THAT THEY WILL WAIT UNTIL AFTER THAT DATE BEFORE COMMENTING. A REPRESENTATIVE OF THE CONGEN WILL ATTEND THAT SEMINAR AND WILL REPORT SIGNIFICANT DEVELOPMENTS. HARPER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: STANDARDS, ADVERTISING, LABELING
Control Number: n/a
Copy: SINGLE
Draft Date: 26 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MONTRE01415
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750295-1077
From: MONTREAL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750818/aaaaapke.tel
Line Count: 98
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 QUEBEC 180
Review Action: RELEASED, APPROVED
Review Authority: ellisoob
Review Comment: n/a
Review Content Flags:
Review Date: 13 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <13 FEB 2003 by ReddocGW>; APPROVED <22 JAN 2004 by ellisoob>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED REGULATIONS ON LABELING AND ADVERTISING
TAGS: BGEN, PINT, CA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006